

**DATE:** December 7, 2023

**TO:** Library Board, Pima County Public Library

Pima County Board of Supervisors  
 Pima County Administration  
 Friends of the Pima County Public Library, Board of Directors  
 Friends of the Arivaca Library, Board of Directors  
 Friends of the W. Anne Gibson-Esmond Station Library, Board of Directors  
 Friends of the Kirk-Bear Canyon Library, Board of Directors  
 Friends of the Oro Valley Public Library, Board of Directors  
 Friends of the Pima-Green Valley Library, Board of Directors  
 Pima Library Foundation, Board of Directors

**FROM:** Holly Schaffer, Community Relations Manager  
 Communications & Publicity Report

**SUBJECT: Communications & Publicity Report – November 2023**

**Media Relations Activities – Highlights**

- Read about the small business journey of local restaurateur Ritiiek Rafi, owner of Kabul Corner, in [this blog post](#) by Matthew L. Economic Development Librarian.
- The Biblio Lotus Team continued their ongoing In the Community blog series with the secretary of the [Indian Society of Southern Arizona](#) and [author Julie Kim](#).
- Library customer Minnie A. sent us a [Love Letter about the Writer in Residence Program](#). In it, she writes, “Each resident has challenged me and pushed my creative abilities to a place I never thought possible.”
- Joel D. Valdez Main Library is hosting an art exhibit by middle school students at Cross, Coronado, and Wilson schools. The exhibit runs through February 29, 2024. The exhibit – Peace Poster Contest - encourages students to create artwork promoting peace throughout the world. [Learn more about the exhibit on our website.](#)

<b>Media Outcomes</b>			
<b>Headline</b>	<b>Reporter/Author</b>	<b>Outlet</b>	<b>Date</b>
<a href="#">Sometimes, the best things in life are free</a>	Sarah Sheldon, PCPL	Arizona Daily Star	11/21/23
<a href="#">We Recommend: These books are being made into film or TV shows this fall</a>	Ravenous Readers / PCPL	Arizona Daily Star	11/19/23
<a href="#">We Recommend: These books are waiting to be picked up at the Library</a>	Ravenous Readers / PCPL	Arizona Daily Star	11/13/23
<a href="#">Pima County's 'Bookmobile' continues to make reading available for all children</a>	Caleb Fernández	KGUN 9	11/11/23

<a href="#">Looking to launch your own business? The library can help!</a>	Martin Rosales	Pima County FYI	11/10/23
<a href="#">Learn anything for free: Libraries offer new videos online</a>	Claire Graham	KGUN 9	11/8/23
<a href="#">We Recommend: These reads are up for a best debut fiction honor</a>	Ravenous Readers / PCPL	Arizona Daily Star	11/5/23
<a href="#">"I have the very best job at the Library"</a>	Martin Rosales	Pima County eScoop	11/3/23
<a href="#">We Recommend: Popular polarizing books you either love or hate</a>	Ravenous Readers / PCPL	Arizona Daily Star	10/29/23
<a href="#">We Recommend: Books to check out in honor of Filipino-American Heritage Month</a>	Ravenous Readers / PCPL	Arizona Daily Star	10/24/23
<a href="#">Supervisors recognize Distinguished Recipients in Employee Recognition Program</a>  <a href="#">Share thoughts about great reads during library's Brown Bag Book Share</a>	Martin Rosales	Pima County eScoop	10/20/23
<a href="#">Best Storytime</a>	Best of Tucson staff	Tucson Weekly	10/19/23

<b>Savannah emails sent to PCPL customers</b>		
<b>Subject line</b>	<b>Date</b>	<b>Open rate</b>
Crime and conflict in the desert – a book discussion	11/17/23	52%
Check out these grant opportunities in December!	11/17/23	62%
Bright Futures: More important than ever... Transgender Awareness Week	11/17/23	52%
Your November business news!	11/15/23	71%
News from the Kindred Team!	11/14/23	73%
PageTurners, Digitarians, Transitionals: "Oh, but I don't read nonfiction..."	11/10/23	89%
It's fun to be a helper...	11/7/23	81%
Bedtime Stories: Magical reading moments...	11/3/23	73%
News from the Many Nations Team!	11/1/23	61%
Your Career Online High School November news	11/1/23	95%
Audiophiles and Dependables: Celebrating coffee with a book by Dave Eggers!	10/27/23	59%
Bright Futures: Write a novel in one month!	10/20/23	60%
News from the Synapse Team!	10/17/23	62%

**Note:** Open rates vary from industry to industry, but according to current 2022 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is 17.79%.